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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Heidi Kay et al

Atty Docket No. FLK-002.01

Serial No. 09/216206

Filed: December 18, 1998

For: OPTIMIZED INTERNET ADVERTISING USING HISTORY TO SELECT SITES

REVOCATION AND APPOINTMENT OF POWER OF ATTORNEY

Assistant Commissioner for Patents
And Trademarks
Washington, D.C. 20231

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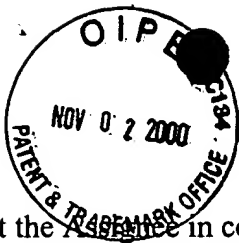
Dear Sir:

Assignee hereby revokes all previous powers of attorney in regard to the above-identified patent applications and appoints:

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Beth E. Arnold, Reg. No. 35,430
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to represent the ~~Assignee~~ in connection with the above-referenced patent applications and to transact all business related thereto in the United States Patent and Trademark Office and to receive the Letter Patents issued therein.

Flycast Communications Corp.

Date: 9/21/00

Place: Andover, MA

Mike Baker
Signature

Typed Name: Mike Baker

Title: Secretary